

We've Got Your Back

How Back Pain is Crippling Your White Collar Worker

MCKESSON

Gerri Burruel, Director of Benefits
McKesson Corporation

A Conference



To Experience

About McKesson Corporation

- Ranked 15th on the *Fortune 500* with more than \$106.6 billion in annual revenue
- Delivers vital medicines, medical supplies and healthcare information technology solutions to every healthcare setting
- Customers include physicians, pharmacies, hospitals, medical-surgical manufacturers, homecare agencies and pharmaceutical manufacturers
- Employs 30,000 people worldwide with diverse workplace settings
- Recently named the "Most Admired Company Among Healthcare Distributors" by *Fortune* magazine and one of the "Nation's 100 Best Corporate Citizens" by *Corporate Responsibility* magazine
- In continuous operation for more than 175 years
- Publically traded on the NYSE under MCK
- Headquartered in San Francisco



McKesson Feeling some Pain

- Six percent of employees experiencing back pain
- Productivity down 19% across the board*
- Bottom Line Impact—\$5.4 million!

* Based on data collected with the Work Productivity and Activity Impairment Questionnaire (WPAI) measurement tool



Is Back Pain to Blame?

- Absenteeism: back pain is the second leading cause of lost work days after the common cold
- Presenteeism: back pain is one of the top drivers of decreased productivity
- Direct medical costs: back pain is the number one musculoskeletal condition and the number two overall health condition that increases medical utilization



McKesson's Challenge

How do we effectively manage higher direct medical costs due to disability and decrease employees' time away from work without breaking the bank—especially in a time of economic decline?



McKesson's Objectives

- Find a scalable, cost effective model that will result in real behavior change
- Find an affordable solution—personal health coaches for large, diverse employee population unrealistic
- Find a personalized solution—traditional “one size fits all” approach not reliable or effective



A Practical and Innovative Solution— HealthMedia Care® for Your Back

- Digital health coaching provided by HealthMedia®
- Individually tailored, private coaching sessions via the web without the physical coach
- Effective for all types of employees, from blue collar workers with physically demanding jobs to white collar workers who experience stress



HealthMedia Care® for Your Back

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HealthMedia Care® for Your Back Modules

- Assessment of the level of pain
- Methods used to control the pain
- Concerns and feelings toward back pain
- Stress and the pain cycle
- Perceptions and pain interference
- Pain on the job and impact on productivity
- Others' reactions to back pain
- Goal setting
- Working with health care providers and therapists
- Motivation and self-confidence



Care for Your Back Multimedia Tools

- Stretching exercises
- Proper lifting techniques
- Medical library
- iPod-enabled videos that teach proper posture at the desk and around the office



Cost Savings in Only 90 Days

- 1,900 employees participated in the program
- 82% improved their back pain management habits
- 89% improved their back pain prevention techniques
- 39% decrease in back pain's interference with daily activities
- Productivity savings of \$3,720/year, per participant



Other Wellness & Prevention programs at McKesson



Building on Our Success

In _____, McKesson implemented the HealthMedia® Overcoming™ Depression and HealthMedia® Overcoming™ Insomnia Digital Health Coaching programs to target more of the cost drivers affecting productivity



Thank You

If you'd like to speak with a HealthMedia® representative today to find out how we can help you achieve measurable outcomes that demonstrate improved productivity, reduced health care costs, and drive your business forward, please contact us by calling 734-623-0000, ext. 300 or email sales@healthmedia.com.

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